



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, March 23, 2010

Community Center

4:00pm – 6:00pm

Meeting called by: Bob Hart

Attendees: Voting Members; Daniel Gonzales, Larry Fisher, Bob Hart, Jon Johnson, Morgan Murri, Angel Preuit, Pam Shoemig, Jim Smith, Keely Whittington, Doris Green

Absentees: NA

Non Voting Attendees; Jennifer Green, David Mitchem, Mary Jo Coulehan, Doris Green, Thad McKain, Jim Suanders Jody Blankenship, Jim McQuiggin, Norm Vance, West Davies, Bill Hudson, Glenn Walsh

Please review: February Minutes, Any committee reports that you receive

Please bring: Agenda, Any Committee reports you feel are needed

1. Call to Order 4:05 pm
2. Determination Of Quorum (6)
3. Approval of Minutes – February – Dan Gonzales motioned to approve the February minutes, Jon Johnson seconded, all approved
4. Chair Report – Bob Hart
 - i. Introduction Thad McKain, Chief Jim Saunders
 - ii. Thanks for the interest and we will get back to you tomorrow.
 - iii. Lodging tax up 9.3% in 2009. We really need to promote this as surrounding areas down by at least that much. We are seeing increased taxes for the first two months in 2010 as well.

5. Treasurers Report- Angel

- a. Monthly Town Lodging Receipts report (January and February)
 - i. January 2010 up 12.66% compared to 2009 and 15.93% compared to 2008, February 2010 up 12.8% compared to 2009 and 28.45% compared to 2008
- b. Current finances- Jennie
 - i. Cash flow is positive and the budget is being updated regularly.

6. Subcommittee Reports

- a. Budget – Angel Preuit – See Treasurers Report
- b. Fulfillment Package – Jim Smith –
 - i. Summer guide will be printed in April
 - ii. Committee needs to review pricing for additional copies as fulfillments are way up.
 - iii. Visitor Guide RFP needs to be approved for release; Jennie mentioned David Mitchem had sent it to Bob Cole, the town's attorney for review-still waiting should issue by April 2.
 - iv. David Mitchem will discuss possible use by the new Economic Development Committee.
 - v. Fulfillment meeting set for March 26, 9 am Riverpointe and April 2, 9am, Riverpointe
- c. Marketing, PR, website, trade shows, central reservations - Keely
 - i. Website
 - 1. Keely provided updated on Jesse James Creative, selected waiting on wireframes and design
 - 2. Jennie will focus this week on detailing each activity for itinerary builder and content.
 - 3. Social Medias will be improved to coincide with the launch of the new site.
 - ii. Coloradoinfo

1. This program cost us approximately \$4000 and only brought 497 leads. At a cost of nearly \$8 Keely recommends that we do not renew. Agreed not to renew.

iii. Central Reservations Systems

1. Surveys have been returned (15) a letter has been drafted and is awaiting approval from David Mitchem.

iv. TX Monthly

1. Jennie is working on getting our main buckets together for our launch.
2. Jennie is sending photo disc.
3. We are waiting on specs for the banner ad.
4. Email blasts we need 5 coop partners at \$300 per email. 3 emails total to run June/July.
5. Julie the rep will be in town May 11, and the entire team who is developing our package has visited Pagosa and loves it!

v. Google Adwords

1. Jennie has tweaked them and from fulfillment requests it seems to be working.

vi. Trip Advsor

1. Banner ad campaign to launch in early May runs through August.

d. Events – Daniel- no report

e. Visitors Center report – Mary Jo–

1. They are officially out of pre pollybagged Winter guides, they need volunteers to help bag.
2. VC Stats Visitors were down by 12.8% noticeably on Sundays Mondays which were big Wyndham days
3. Discussed the possibility of adding a source of business to forms
4. Discussed the need for a survey to assist in converting leads.

f. Special Projects – Jim Smith

1. Jim Smith, Norm Vance and West Davies presented a power point presentation on multiple uses for Reservoir Hill. All great ideas we need to move forward, funding?
- g. Lodging Occupancy Reports – Daniel Gonzales- waiting on February numbers
- h. Capital Projects – Jon Johnson – Signage and Wayfinding
 - i. 12 people at last few meetings great ideas and a lot of positive forward motion. They are meeting bi-weekly now.
 - ii. 9 am on Thursday the 25th there will be an emergency meeting at River Pointe
 - iii. RFP has been issued for the program 2 parts architecture and construction
 - iv. Gateway signs will be getting a facelift this spring/summer.
 - v. Flower project is on again this year. They can be ordered through the Chamber. There will be 75 Large and 200 Small.
 - vi. Attention getting banners are being researched.
 - vii. Need to work on cleaning up main street
 - viii. Hospitality training forthcoming
 - ix. Letter being drafted to community leaders to help beautify our community
 - x. Jon thanks everyone for their continued efforts and support
7. TTC Director Report – Jennie Green- Committee Chairs covered it
8. Old Business
 - a. Discussion of goals and focus areas of the Visitor Center (limited to 60 minutes)
 - i. Next joint meeting March 30 5:30 at the community center. Bob, Keely and Morgan to attend for TTC. Kathy, Brent and Paul will attend for Chamber.
 - ii. TTC needs to define its role clearly within the community. Overall the role is to get heads in beds by promoting and marketing efforts.
 - iii. TTC feels that CTC and Chamber should do the same self definition
 - iv. In the VC agreement TTC feels that there needs to be: a clear definition of staffing so that they may be used more efficiently, the primary focus should be getting TTC Director the help they need, an understanding of how best to serve the public with the least overlap, upgrades/improvements need to be made to the VC building itself, really make CTC TTC and Chamber a joint walk together to benefit

all of Pagosa and the County, staff being paid by two different bosses is not a good idea

- v. TTC agrees that the VC staff and Diplomats are doing a good job
- vi. If the Chamber feels the VC is truly their baby then that needs to be addressed
- vii. Jennie and Keely will draft a memo for Tuesday's meeting.

9. New Business

- a. Public Comment- None
- b. Other New Business
 - i. James Dickoff thanked TTC for its support of the Nordic Club's trail map. Spoke of the need for a summer version and suggested that TTC help fund an effort to make it possible. James is looking for someone to take on the project. Keely said that TTC would be willing to assist in funding but lacked the manpower to produce.
 - ii. The Springs Resort & Spa is looking for vendors for its Summer Music Series. They can contact Keely.
 - iii. David Mitchem mention that branding for the town needs to be unified and discussed.

10. Adjournment – Dan motioned to adjourn the meeting, Morgan seconded, all approved 6:55 pm